

ABSTRACT

A method of displaying information in a data processing system for processing loan information is described. The method comprises receiving a selection of a product type, wherein the product type is a type of home mortgage loan including a unique set of attributes, receiving a request to associate a unique seller marketing name with the product type, storing the association of the unique seller marketing name with the product type, and displaying the unique seller marketing name in place of or in addition to the product type following the association.

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